

BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP

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INTELLECTUAL PROPERTY LAW
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FACSIMILE COVER SHEET

Deliver to: Jonathan G. Sterrett, USPTO

Art Group: 3623

Facsimile No.: (571) 273-8300

Date: August 9, 2005

From: Thomas M. Coester, Reg. No. 39,637

Our Docket No.: 42390P10861

Number of pages 12 including this sheet.

Application No.: 09/823,421

Filing Date: 3/29/2001

Docket Due Date(s): 9/12/2005 | 10/12/2005

Enclosed are the following documents:

- Amendment: After Final (8 pgs)
- Appeal Brief (pgs)
- Application: _____
(pgs) w/cover & abstract)
- Assignment & Cover Sheet (pgs)
- Certificate of Facsimile _____
- Continued Prosecution Application (CPA)
- Declaration & POA (pgs)
- Drawings: sheets, figures
- Extension of Time: _____
- Fee Transmittal (in duplicate)
- IDS & PTO/SB/08 (pgs)
- Other Facsimile cover sheet

- Issue Fee Transmittal
- Notice of Appeal
- Petition for: _____
- Request for Continued Examination (RCE)
- Reply Brief (____ pgs)
- Request & Certification Under 35 USC 122(b)(2)(B)(i)
- Request to Rescind Previous Nonpublication Request
- Response to Notice of Missing Parts & Formalities Letter
- Response to Written Opinion (____ pgs)
- Terminal Disclaimer
- Transmittal of Publication Fee Due
- Transmittal Letter

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.84)

I hereby certify that this correspondence is being transmitted by facsimile on the date shown below to the United States Patent and Trademark Office.

Nadya Gordoni 8/9/2005
Nadya Gordoni Date

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<h1 style="margin: 0;">FEE TRANSMITTAL</h1> <h2 style="margin: 0;">for FY 2005</h2>		<i>Complete if Known</i>	
<small>Patent fees are subject to annual revision.</small>		Application Number	09/823,421
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27.		Filing Date	March 29, 2001
TOTAL AMOUNT OF PAYMENT		(\$)	First Named Inventor
0.00		Examiner Name	Jay H. Connelly
		Art Unit	3623
		Attorney Docket No.	42390P10861

METHOD OF PAYMENT (check all that apply)	
<input type="checkbox"/> Check <input type="checkbox"/> Credit card <input type="checkbox"/> Money Order <input checked="" type="checkbox"/> None <input type="checkbox"/> Other (please identify): _____	
<input checked="" type="checkbox"/> Deposit Account Deposit Account Number: <u>02-2666</u> Deposit Account Name: <u>Blakely, Sokoloff, Taylor & Zafman LLP</u>	
For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)	
<input checked="" type="checkbox"/> Charge fee(s) indicated below <input type="checkbox"/> Charge fee(s) indicated below, except for the filing fee	
<input checked="" type="checkbox"/> Charge any additional fee(s) or underpayment of fee(s) <input checked="" type="checkbox"/> Credit any overpayments	
under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.	

FEES CALCULATION																															
1. EXTRA CLAIM FEES																															
Total Claims <u>27</u> - <u>27</u> ^a = <u>0</u> X <u>50.00</u> = <u>\$0.00</u> Independent Claims <u>3</u> - <u>5</u> ^a = <u>0</u> X <u>200.00</u> = <u>\$0.00</u> Multiple Dependent <u>0</u> X <u>0</u> = <u>\$0.00</u>																															
Large Entity Small Entity																															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Fee Code</th> <th style="text-align: left;">Fee (\$)</th> <th style="text-align: left;">Fee Code</th> <th style="text-align: left;">Fee (\$)</th> <th style="text-align: left;">Fee Description</th> </tr> </thead> <tbody> <tr> <td>1202</td> <td>50</td> <td>2202</td> <td>25</td> <td>Claims in excess of 20</td> </tr> <tr> <td>1201</td> <td>200</td> <td>2201</td> <td>100</td> <td>Independent claims in excess of 3</td> </tr> <tr> <td>1203</td> <td>350</td> <td>2203</td> <td>150</td> <td>Multiple Dependent claim, if not paid</td> </tr> <tr> <td>1204</td> <td>200</td> <td>2204</td> <td>150</td> <td>*Release independent claims over original patent</td> </tr> <tr> <td>1205</td> <td>300</td> <td>2205</td> <td>150</td> <td>*Release claims in excess of 20 and over original patent</td> </tr> </tbody> </table>		Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	1202	50	2202	25	Claims in excess of 20	1201	200	2201	100	Independent claims in excess of 3	1203	350	2203	150	Multiple Dependent claim, if not paid	1204	200	2204	150	*Release independent claims over original patent	1205	300	2205	150	*Release claims in excess of 20 and over original patent
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2. ADDITIONAL FEES																																																																																																																	
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SUBMITTED BY		Complete (if applicable)		
Name (First/Type)	Thomas M. Coester	Registration No. (Attorney/Agent)	39,637	Telephone
Signature			Date	08/09/05

Based on PTO/SB/17 (12-04) as modified by Blakely, Scholoff, Taylor & Zaffman (wtr) 12/15/2004.
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**FEE TRANSMITTAL
for FY 2005**

Patent fees are subject to annual revision.

Applicant claims small entity status. See 37 CFR 1.27.

TOTAL AMOUNT OF PAYMENT **(S)** **0.00**

<i>Complete If Known</i>	
Application Number	09/823,421
Filing Date	March 29, 2001
First Named Inventor	Jay H. Connelly
Examiner Name	Jonathan G. Sterrett
Art Unit	3623
Attorney Docket No.	42390P10861

METHOD OF PAYMENT (check all that apply)

Check Credit card Money Order None Other (please identify): _____

Deposit Account Deposit Account Number: 02-2666 Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

Charge fee(s) indicated below Charge fee(s) indicated below, except for the filing fee
 Charge any additional fee(s) or underpayment of fee(s) Credit any overpayments under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.

FEE CALCULATION

1. EXTRA CLAIM FEES

Total Claims	27	Claims below	Fee Paid
Independent Claims	3	0	\$0.00
Multiple Dependant	3	200.00	\$0.00

Large Entity	Small Entity			
Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description
1202	50	2202	25	Claims in excess of 20
1201	200	2201	100	Independent claims in excess of 3
1203	300	2203	150	Multiple Dependent claim, if not paid
1204	500	2204	150	"Reissue Independent claims over original patent
1205	300	2205	150	"Reissue claims in excess of 20 and over original patent
		SUBTOTAL (1)	(\\$)	0.00

**Or number previously paid, if greater. For Reissues, see below.*

2 ADDITIONAL FEES

2 ADDITIONAL FEE

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description
1051	110	2051	65	Surcharge - late filing fee or oath
1052	10	2052	25	Surcharge - late provisional filing fee or cover sheet
2053	110	2063	130	Non-English specification
1251	120	2251	80	Extension for reply within first month
1252	40	2252	225	Extension for reply within second month
1253	1,000	2253	510	Extension for reply within third month
1264	1,560	2254	785	Extension for reply within fourth month
1255	2,180	2255	1,080	Extension for reply within fifth month
1401	500	2401	250	Notice of Appeal
1402	50	2402	250	Filing a brief in support of an appeal
1403	1,000	2403	500	Request for oral hearing
1451	1,510	2451	1,510	Petition to institute a public use proceeding
1450	120	2450	130	Petitions to the Commissioner
1907	10	1907	50	Processing fee under 37 CFR 1.17(q)
1808	120	1808	120	Submission of Information Disclosure Stmt
1809	750	1809	305	Filing a submission after final rejection (37 CFR 8.1.1)
1810	720	2810	395	For each additional invention to be examined (37 CFR

Fee Paid

SUBTOTAL (2)

Other fee (specify)

SUBMITTED BY

Complete (if applicable)

Name (Print/Type):	Thomas M. Coester	Registration No. (Attorney/Agent):	39,637	Telephone:	(310) 207-3800
Signature:				Date:	08/09/05

Based on PTO/SB/17 (12-04) as modified by Blakely, Beckloff, Taylor & Zalman (w/r) 12/15/2004.
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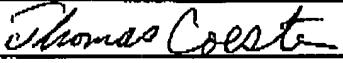
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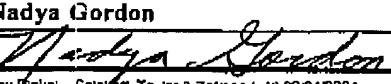
TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application No.	09/823,421
		Filing Date	March 29, 2001
		First Named Inventor	Jay H. Connelly
		Art Unit	3623
		Examiner Name	Jonathan G. Sterrett
Total Number of Pages in This Submission	12	Attorney Docket Number	42390P10861

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ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Response <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> PTO/SB/08 <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Basic Filing Fee <input type="checkbox"/> Declaration/POA <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): <div style="border: 1px solid black; padding: 5px; height: 40px; width: 100%;">Facsimile cover sheet</div>
<div style="border: 1px solid black; padding: 5px; height: 40px; width: 100%;"></div>		
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Thomas M. Coester, Reg. No. 39,637 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	
Date	August 9, 2005

CERTIFICATE OF MAILING/TRANSMISSION	
I hereby certify that this correspondence is being transmitted via facsimile on the date shown below to the United States Patent and Trademark Office.	
Typed or printed name	Nadya Gordon
Signature	
Date	August 9, 2005

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PATENT
Attorney's Docket No. 42P10861

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Jay H. Connelly

Application No. 09/823,421

Filed: March 29, 2001

For: System and Method for
Transparently Obtaining Consumer
Preferences for Products, Product
Features

Examiner: Jonathan G. Sterrett

Art Group: 3623

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RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action mailed July 12, 2005, in connection with the above referenced patent application, Applicant respectfully requests reconsideration in view of the following remarks.